<u>ABSTRACT OF THE DISCLOSURE</u>

INS C-1   A system, method, and ticket for a lottery player to increase a payout
5   received for winning a lottery game is disclosed. A request to purchase a set of
play indicia (*e.g.* lottery numbers) and to associate the play indicia with a
multiplier is received from a player. Data relating to the set of play indicia and
data identifying the multiplier are stored in a memory where they are logically
associated with each other. A purchase price is determined for the multiplier
10   based upon various factors including the expected value of the multiplier as
applied to a lottery ticket. The set of play indicia may be for a drawing-type lottery
game and/or an instant-type lottery game and may be defined by characters
and/or other representations. An embodiment of the present invention also
includes a computer system having a memory for storing data related to the
15   lottery game and having a processor in communication with the memory. The
processor is operative to store data in the memory identifying a first set of play
indicia, a second set of play indicia, and a multiplier. Further, the processor is
operative to associate the first set of play indicia and second set of play indicia
with the multiplier and calculate a purchase price for the multiplier. Further, the
20   processor is operative to apply the multiplier to redemption values of one or more
sets of play indicia associated with the multiplier according to various different
algorithms to compute a payout amount to award a lottery player.

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